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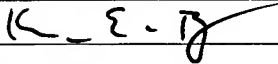
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TRANSMITTAL FORM (to be used for all correspondence after initial filing)		Application Number	10/675,436
		Filing Date	September 30, 2003
		First Named Inventor	Jeyhan Karaoguz
		Group Art Unit	2681
		Examiner Name	unassigned
Total Number of Pages in This Submission	3	Attorney Docket Number	15037US02

ENCLOSURES (check all that apply)

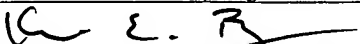
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> PTO 1449/08A with references <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) (sheets) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input checked="" type="checkbox"/> Power of Attorney <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (<i>Appeal Notice, Brief, Reply Brief</i>) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Certificate under 37 C.F.R. 3.73(b) (1 page) return-receipt postcard
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual Name	McAndrews Held & Malloy, Ltd.
Signature	
Date	June 16, 2004

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on June 16, 2004.

Name (Print/type)	Kevin E. Borg	Registration No. (Attorney/Agent)	51,486
Signature		Date	June 16, 2004



Docket No. 15037US02

POWER OF ATTORNEY FROM ASSIGNEE

Broadcom Corporation, a corporation of **California**, having a principal place of business at **16215 Alton Parkway, Irvine, California 92618-3616**, is assignee of the entire right, title and interest for the United States of America (as defined in 35 U.S.C. § 100), by reason of an Assignment to the Assignee executed on September 26, 2003 and September 29, 2003, of an invention known as **MEDIA PROCESSING SYSTEM COMMUNICATING ACTIVITY INFORMATION TO SUPPORT USER AND USER BASE PROFILING AND CONSUMPTION FEEDBACK** (Attorney Docket No. 15037US02), which is disclosed and claimed in a patent application of the same title by the inventor (said application filed on September 30, 2003, at the U.S. Patent and Trademark Office, having Application No. 10/675,436).

The Assignee hereby appoints U.S. attorneys and/or agents at McAndrews, Held & Malloy, Ltd. (Chicago, IL),

Customer No. 23,446,

to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

The Assignee hereby grants said attorneys the power to insert on this Power of Attorney any further identification that may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office.

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Direct phone calls to 312-775-8000.

FOR: **Broadcom Corporation**

SIGNATURE: _____

BY: **Dee Henderson**

TITLE: **Intellectual Property Portfolio Manager**

DATE: **June 8, 2004**



Certificate Under 37 C.F.R. 3.73(b)

Docket No.: 15037US02

Applicant/Patent Owner: Broadcom Corporation

Application No./Patent No.: 10/675,436 Filed/Issue Date: September 30, 2003

Entitled: **MEDIA PROCESSING SYSTEM COMMUNICATING ACTIVITY
INFORMATION TO SUPPORT USER AND USER BASE PROFILING AND
CONSUMPTION FEEDBACK**

Broadcom Corporation, a corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest, or
2. ☐ an assignee of an undivided part interest

in the patent application/patent identified above by virtue of either:

A. ☒ An Assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the Patent and Trademark Office at Reel 014255/Frame 0580, or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s) of the patent application/patent identified above to the current assignee as shown below:

1. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.
2. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.
3. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
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☐ Additional documents in the chain of title are listed on a supplemental sheet.

☐ Copies of assignments or other documents in the chain of title are attached.

[NOTE:] A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the PTO. See MPEP 302-302.8]

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

Signature: _____

Name: Dee Henderson

Title: Intellectual Property Portfolio Manager

Date: June 8, 2004